

Listing of the Claims

1. (Currently Amended) A method comprising:

creating a program schedule that includes a listing for a television program that

has supplementary content provided as an enhancement transmitted in association

with the program;

associating a predefined unique symbol with a type of the supplementary content;

and

providing the predefined unique symbol in association with the listing in the
program schedule.
2. (Withdrawn) The method of claim 1 wherein the program is a television program.
3. (Withdrawn) The method of claim 1 wherein the supplementary content is

provided on the World Wide Web.
4. (Original) The method of claim 1 wherein the predefined unique symbol is a text

string.
5. (Withdrawn) The method of claim 1 wherein the predefined unique symbol is the

text string "WWW".
6. (Original) The method of claim 1 wherein the predefined unique symbol is a

graphic symbol.
7. (Original) The method of claim 1 wherein the predefined unique symbol is an

image.

8. (Original) The method of claim 1 further comprising distributing the program schedule.
9. (Original) The method of claim 8 further comprising:
 - printing the program schedule in a publication; and
 - printing the predefined unique symbol in the publication.
10. (Original) The method of claim 8 further comprising:
 - transmitting the program schedule; and
 - transmitting the predefined unique symbol.
11. (Original) The method of claim 10 further comprising transmitting data which when accessed by a machine causes the machine to display an animated version of the predefined unique symbol.
12. (Original) The method of claim 8 further comprising:
 - making the program schedule available on the World Wide Web; and
 - providing the predefined unique symbol in association with the listing in the program schedule on the World Wide Web.
13. (Original) The method of claim 12 further comprising:
 - providing a selectable element in association with the predefined unique symbol on the World Wide Web; and
 - enabling provision of the supplementary content in response to selection of the selectable element by a user.

14. (Currently Amended) A method comprising:

receiving a program schedule, the program schedule further comprising:

a listing for a television program that has supplementary content
provided as an enhancement transmitted in association with the program; and

a predefined unique symbol in association with the listing, where
the predefined unique symbol is associated with a type of the supplementary
content; and

sending the program schedule to a display.

15. (Original) The method of claim 14 further comprising:

receiving a signal corresponding to selection of the predefined unique
symbol by a user; and

communicating with a device, causing it to present the supplementary
content in response to the signal.

16. (Original) The method of claim 14 further comprising:

receiving an animated version of the predefined unique symbol; and
sending the animated version of the predefined unique symbol to the
display.

17. (Currently Amended) A method comprising:

distributing a television program to an audience, where the program has
supplementary content provided as an enhancement transmitted in association
with the program;

distributing the supplementary content to the audience, where a type of the supplementary content is associated with a predefined unique symbol; and
providing listing information for the program.

18. (Withdrawn) The method of claim 17 wherein the program is a television program.
19. (Withdrawn) The method of claim 17 wherein the supplementary content is made available on the World Wide Web.
20. (Original) The method of claim 17 wherein the predefined unique symbol is a text string.
21. (Withdrawn) The method of claim 17 wherein the predefined unique symbol is the text string "WWW".
22. (Original) The method of claim 17 wherein the predefined unique symbol is a graphic symbol.
23. (Original) The method of claim 17 wherein the predefined unique symbol is an image.
24. (Currently Amended) An apparatus comprising:
a receiver to receive a transmission comprising a program schedule, the program schedule further comprising:
a listing for a television program that has supplementary content as provided as an enhancement transmitted in association with the program; and

a predefined unique symbol in association with the listing, where the predefined unique symbol is associated with a type of the supplementary content;

a display component coupled to the receiver to display the program schedule on a display device and to display the predefined unique symbol on the display device.

25. (Original) The apparatus of claim 24 further comprising:

an input device to receive a signal corresponding to selection of the predefined unique symbol on the display device by a user; and

a content delivery component to provide the supplementary content in response to the signal.

26. (Currently Amended) A tangible machine accessible medium comprising data that when accessed by a machine causes the machine to perform actions according to the method of claim 14.

27. (Currently Amended) A tangible machine accessible medium comprising data that when accessed by a machine causes the machine to perform actions according to the method of claim 15.

28. (Currently Amended) A tangible machine accessible medium comprising data that when accessed by a machine causes the machine to perform actions according to the method of claim 16.